



TRADE SHOW OPPORTUNITY

GREAT AMERICAN FOOD SHOW

MANILA, THE PHILIPPINES




The Show:

The Great American Food Show 2003 will be part of the **"World's Finest Foods"** on June 3-4, 2003, at the Edsa Shangri-La in Manila, the Philippines. World's Finest Foods is organized by the embassies of the United States, Australia, Canada and New Zealand. This event will showcase a large and unique collection of high-quality foods and beverages. This is a low-cost opportunity to promote your products to key retail and food service buyers in one of the most promising growth markets for U.S. foods.

The Market:

Filipinos have a strong preference for American brands. The U.S. exported over \$200 million worth of consumer-ready food and beverage products to the Philippines in 2001, making it the largest market for consumer foods in Southeast Asia.



The country's supermarket industry continues to modernize and expand. The number of modern, Western-style supermarket outlets jumped 12 percent in 2002, with Rustan's, Robinsons, Price Club and other major chains all adding stores. This is good news for U.S. exporters, since modern chains tend to rely more on imported products than traditional Philippine corner stores and wet markets.

The Philippines also presents a ready market for new American products. To attract shoppers, supermarket chains regularly feature American products in their "new items" sections, gondolas, advertisements and mailers.

Dates:

June 3-4, 2003

Best Product Prospects:

Products with the best sales prospects in the Philippines include: breakfast foods, cheeses, meat products, condiments, confectionery items, fresh vegetables, fruit and vegetable juices, nuts, salty snacks and wines.

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